




How do I compete?

- Pay your DECA Dues.
- Commit to compete at the District Career Development Conference.
- Determine your strengths and weaknesses.
- Review hobbies, work experiences, interests
- Decide whether you prefer to work individually or in a team.


You've already done the work

- So why not use it to your advantage?
 - DECA Competitive Events correlate directly with what you've learned in your marketing or cooperative education course.
 - A little extra effort will make you a dynamic competitor.



Your strengths

- Do you like or are you good at:
 - Writing
 - Delivering Oral Presentations
 - Taking Tests
 - Quick Decision Making
 - Supervising and Planning
 - Time Management



What's in it for me? – Student Benefits

- Individual Recognition
- Chapter Recognition
- Interaction with Industry Professionals
- Opportunity to test your marketing skills
- Opportunity to travel and experience life as a business professional
- National Monetary Awards sponsored by major companies (p. 50-52 *DECA Guide*)

Personal Background

- Where do your parents work?
- Where have you lived/traveled?
- Where have you worked?
- What do you like to do in your leisure time?
- What is your career objective?

Select an Event

- Match your strengths to an event that complements those traits depending on your:
 - Personal Talents
 - Level of Commitment
 - Interests
- Select an event that will give you the most potential to succeed.

Individual Series Events

- Accounting Applications
- Apparel and Accessories Marketing
- Automotive Services Marketing
- Business Services Marketing
- Food Marketing Series, Associate Level
- Food Marketing Series, Management Level
- Hotel and Lodging Management
- Marketing Management
- Quick Service Restaurant Management
- Restaurant and Food Service Management
- Retail Merchandising
- Sports and Entertainment Marketing

Competitive Event Categories

- Individual Series Events
- Management Team Decision Making Events
- Marketing Research Events
- Business Management & Entrepreneurship Events
- Marketing Representative Events
- State Events
- Special Events

Instructional Areas

- | | |
|---|------------------------------------|
| • Economics | • Marketing-Information Management |
| • Communication and Interpersonal Skills | • Pricing |
| • Professional Development | • Product/Service Management |
| • Business, Management and Entrepreneurship | • Promotion |
| • Distribution | • Selling |
| • Financing | |

Individual Series Events

- 11 occupational areas to choose from
- 100-item multiple choice test
- Two role play events
- Approximately 10 minutes to review the role play
- Approximately 10 minutes to present it to the judge



Individual Series Events Tips

- Take practice tests to become familiar with the format of comprehensive exams.
- Practice reading role plays and developing your problem solving techniques.
- Role play with a friend, mentor, instructor, etc.
- Pay close attention to the "Performance Indicators" at the bottom of the first page of a role play. You will be evaluated on these.

Management Team Decision Making Events

- 7 occupational areas to choose from
- Team of 2
- 100-item multiple choice test
- One case study
- 30 minutes to review the case study
- 15-minute interview with the judge(s).

Management Team Decision Making Events Tips

- Practice using the problem solving technique with your case studies.
- Make a plan with your teammate of who will present what information.
- Practice your presentation skills in front of peers and adults.
- Consult with a business person on considerations for making business decisions.
- Get a copy of a previously used event to practice the process for this category.
- Review the evaluation form on page 78 (*DECA Guide*).

Management Team Decision Making Events

- Business Law and Ethics
- Buying and Merchandising
- E-commerce
- Financial Analysis
- Hospitality Services
- Sports and Entertainment Marketing
- Travel and Tourism Marketing

Marketing Research Events

- 4 occupational areas to choose from
- Team of 1 to 3
- 30-page maximum written document (70%)
- 15-minute maximum oral presentation (30%)
- Must submit Written Event Statement of Assurances – p. 80 (*DECA Guide*).

Instructional Areas

• Economics	• Marketing-Information Management
• Communication and Interpersonal Skills	• Pricing
• Professional Development	• Product/Service Management
• Business, Management and Entrepreneurship	• Promotion
• Distribution	• Selling
• Financing	

Marketing Research Events

- Topic: Development of an institutional promotion campaign based on the results of an advertising media analysis.
- Categories of Marketing Research Events:
 - Business and Financial Services Marketing
 - General Marketing
 - Hospitality and Recreation Marketing
 - Retail Marketing

Marketing Research Events Tips

- Make the decision to start this project early.
- Create a list of all possible resources you can use during research.
- Select a business person with appropriate industry experience to serve as a mentor.
- Make a plan of action for what needs to be done with deadlines and team members responsible.
- Practice your presentation skills in front of peers and adults.
- Ask your English teacher to read your project for grammar and formatting.
- Carefully review guidelines for the event and the evaluation forms on page 81-87 of the *DECA Guide*.
- Order and review the winning event from previous years from *DECA Images*.

Chapter Team Events Tips

- Make the decision to start this project early.
- Create a list of all possible resources you can use during research.
- Select a business person with appropriate industry experience to serve as a mentor.
- Make a plan of action for what needs to be done with deadlines and team members responsible.
- Practice your presentation skills in front of peers and adults.
- Ask your English teacher to read your project for grammar and formatting.
- Carefully review guidelines for your chosen event and the evaluation forms in the *DECA Guide*.
- Order and review the winning event from previous years from *DECA Images*.

Chapter Team Events

- 5 events to choose from
- Team of 1 to 3
- 30-page maximum written document (70%)
- 15-minute maximum oral presentation (30%)
- Must submit Written Event Statement of Assurances – p. 80 (*DECA Guide*).

Business Management and Entrepreneurship Events

- 4 events to choose from all with various guidelines:
 - Entrepreneurship Written
 - E-Commerce Business Plan
 - International Business plan
 - Entrepreneurship Participating
- Must submit Written Event Statement of Assurances – p. 80 (*DECA Guide*).

Chapter Team Events Tips

- Select the project that you and your chapter have the greatest interest in:
 - Community Service
 - Creative Marketing
 - Entrepreneurship Promotion
 - Learn & Earn
 - Public Relations



Entrepreneurship Written

- Develop a proposal to start a new business of any type. Request financing for the proposal in an interview with a judge.
- 30-page maximum written document (60%)
- 15-minute maximum presentation (40%)
- 1-3 participants
- Carefully read the event guidelines and evaluation forms on p. 125-132 of the *DECA Guide*.
- Order and review winning event from previous year from *DECA Images*.

E-commerce Business Plan

- Research and design a plan to start an e-commerce business or enhance a component of an existing e-commerce business.
- 30-page maximum written document (60%)
- 15-minute maximum presentation (40%)
- 1-3 participants
- Carefully read the event guidelines and evaluation forms on p. 125-132 of the *DECA Guide*.
- Order and review winning event from previous year from *DECA Images*.

Marketing Representative

- 3 events to choose from:
 - Advertising Campaign
 - Fashion Merchandising Promotion Plan
 - Technical Sales Event



International Business Plan

- Apply marketing skills in an international setting and prepare a written proposal for a new business venture.
- 30-page maximum written document (70%)
- 15-minute maximum presentation (30%)
- 1-3 participants
- Carefully read the event guidelines and evaluation forms on p. 133-140 of the *DECA Guide*.
- Order and review winning event from previous year from *DECA Images*.

Advertising Campaign

- Prepare an advertising campaign of any length for a real product, service, company or business and present the campaign.
- 10-page maximum outlined fact sheets
- 100-question written exam (score averaged for teams)
- 20-minute maximum presentation: 15 presentation and 5 minute Q&A
- 1 to 3 participants
- Must submit Written Event Statement of Assurances – p. 80 (*DECA Guide*).
- Carefully read the event guidelines and evaluation forms on p. 147-151 of the *DECA Guide*.
- Order and review winning event from previous year from *DECA Images*.

Entrepreneurship Participating

- Develop and present a proposal to form a business
- 10-page maximum three-part business prospectus
- 20-minute maximum presentation: 15 presentation and 5 minute Q&A
- Individual participant
- Carefully read the event guidelines and evaluation forms on p. 141-145 of the *DECA Guide*.
- Order and review winning event from previous year from *DECA Images*.

Fashion Merchandising Promotion Plan

- Develop a seasonal sales promotion plan and present the plan.
- 10-page maximum outlined fact sheets
- 20-minute maximum presentation: 15 presentation and 5 minute Q&A
- Individual Participant
- Must submit Written Event Statement of Assurances – p. 80 (*DECA Guide*).
- Carefully read the event guidelines and evaluation forms on p. 152-156 of the *DECA Guide*.
- Order and review winning event from previous year from *DECA Images*.

Technical Sales Event

- Organize and deliver a sales presentation for one or more technical products and/or services: sell MP3 players to an upscale, health club fitness center
- 100-question written exam (1/3 of score)
- 20-minute maximum presentation: 15 presentation and 5 minute Q&A (2/3 of score)
- Individual Participant
- Must submit Written Event Statement of Assurances – p. 80 (*DECA Guide*).
- Carefully read the event guidelines and evaluation forms on p. 157-160 of the *DECA Guide*.
- Order and review winning event from previous year from *DECA Images*.

Sunkist Challenge

- Develop an on-line advertising campaign.
- Must include a Statement of Assurances.
- Visit www.deca.org for online guidelines and page 161 of the *DECA Guide*.



Special Events

- Chapter Awards Program
- Sunkist Challenge
- Virtual Business Challenge



Virtual Business Challenge

- Operate a computerized business simulation of a retail environment or sports franchise.
- Two qualifying rounds.
- See page 165 of the *DECA Guide* for more information.
- In this event, you do not compete at the State CDC, but if you chose to compete in another event and win, you must chose only one event to compete in at ICDC.
- National Finalists will be recognized at the State CDC, however, they must qualify to compete at State CDC in another event in order to attend the entire conference.

Chapter Awards Program

- Submit written project at Districts. Gold level will participate at State CDC and the top 10 gold level will attend ICDC.
- Updated guidelines will be posted on Missouri DECA website.
- Individual Event



State Events

- Leadership Delegates
- Rookie Chapter Awards Program



Leadership Delegates

- Underclassmen who have leadership aspirations.
- Essay on "What Leadership Means to Me"
- 15-minute interview
- Compete at District Level
- Individual Event
- 2 Leadership Delegates from each District attend the State CDC and ICDC.
- Carefully review the guidelines and evaluation forms on the Missouri DECA Website.

Celebrate success once we return!

- Top 10 finalists at the ICDC are invited to the Excellence in Marketing Education reception in Jefferson City in May.
 - Chapter advisors, parents, and administrators are also invited.



Rookie Chapter Awards Program

- For first and second year DECA chapters.
- Submit written project at District. Gold level will participate at State CDC but are not eligible to advance to ICDC.
- Individual Event
- Carefully review the guidelines and evaluation forms on the Missouri DECA Website.

MISSOURI DECA



- Dr. Julie Lyman, State Advisor
- Mrs. Kathy Parrett, State Treasurer
- Mr. Christopher Young, Leadership Specialist
- <http://www.dese.mo.gov/divc/areered/deca.htm>
- 573-751-4367

Special thanks to Holly Martinez, Brent Hillman, Nancy Pfeiffer, Rolla DECA, and Holt DECA for some photos included in this presentation.

Let's go to Orlando!



ORLANDO



- Trophy winners at the State CDC are eligible to represent Missouri in competition at the ICDC.
 - Top 10 gold level Chapter Awards winners, Leadership Delegates, and State Officers are also eligible to attend.